

RAILROADS MUCH PLEASED

Results from Seed Corn Specials
Are Most Gratifying.

FARMERS ARE EAGER TO LEARN

Large Crowds Gather at All the
Stops and It is Believed that
Much Good is Accomplished
by the United Effort.

Officials of the railroads that have seed corn specials touring Nebraska are well pleased with results being attained and the interest being taken by the farmers along the routes over which the trains are scheduled. Reports received by company officers who are accompanying the specials indicate everywhere the trains are met by immense crowds and that in many instances overflow meetings are held in order to accommodate the vast throngs.

All over the state, owing to the heavy snowfall of Sunday, the attendance upon the lectures was held down to some extent Monday, owing to the inability of the farmers to reach the towns, but since that each and every meeting has been a pronounced success.

Along the line of the Northwestern, including the sparsely settled and newer section, the listeners at the lectures during Monday, Tuesday and Wednesday delivered by Prof. Klossbach of the Nebraska experimental station, L. W. Leonard of Pawnee City, William Ernest of Tecumseh, T. F. Sturgess of Omaha and Frank G. Odell of Lincoln, numbered 5,000 people, large numbers of them driving many miles.

Farmers Have a Hand.
Tuesday was spent on the Albion branch and the train was visited by 2,500 persons, most of them farmers. At Petersburg a brass band led a procession of 400 farmers. Here lectures were delivered in the cars and to an overflow meeting in the depot waiting room and on the platform.

Attendance at other towns was: Tilden, 300; Battle Creek, 150; Norfolk, 250; Pierce, 250; Creighton, 250; Verdigris, 100; Lynch, 150; Spencer, 150, and at Anoka, right on the edge of the Indian reservation, 50.

At all of the towns visited by the Northwestern, with the exception of Creighton, tests showed that about 50 per cent of the stock of last season's seed corn was fertile. Around Creighton a considerable quantity of seed of 1910 tested much better than that of last year. In fact, much of it was found to be almost perfect.

The Burlington trains that have been working through the southern and southeastern portion of the state had 2,700 to 3,000 listeners Tuesday and Wednesday. Each train made eight stops. The train covering southern Nebraska was practically held out Monday on account of the severe storm and had to abandon the territory between Blue Hill and Wilber. However, that the farmers down there may have the benefit of the knowledge of the lectures and corn-growing experts this portion of the state will be covered Saturday, the hours being the same as those scheduled for Monday last.

Many Are Reached.

"I believe that by the time the seed corn campaign is over we will have reached 50 per cent of the farming population of the state directly with the seed-testing propaganda," said E. V. Parrish, manager of the publicity bureau of the Omaha Commercial club, who returned to Omaha yesterday, after spending three days on the Burlington seed corn special in the northeastern part of the state. "Reports up to Wednesday night on the four specials now out are that the lectures on the Union Pacific special addressed 5,350 people; on the eastern Burlington special, 2,725 people; and on the southern Burlington special, 3,200 people. This was despite the bad weather, which rendered it difficult for farmers to get to town, especially on Monday. Boosters on the Northwestern's special report big crowds at the lectures, but have not given us the exact number.

Some Walk to Lectures.

"The farmers are intensely interested in this seed corn campaign. The two leading three miles to town. At Ushing a very stop, and at many stations we had to hold overflow meetings on the platform or in some hall close by. The farmers struggled with each other to get front seats on the cars and listened attentively during lectures.

"At Malmo Monday a farmer told me that after riding two miles in snow drifts his horse played out, so he left him at a nearby farm and walked the remaining three miles to the lecture. Some have walked two miles to attend the lecture on the special.

"The newspaper men are much interested in the campaign, and there are always some of them on the train between stops."

Mr. Parrish says the speakers from the University of Nebraska, in their addresses, highly compliment Omaha for having originated and financed the campaign.

Some of the farmers are giving object lessons to their neighbors. At Oakland, C. M. Hurlbert brought on board the train 200 ears of corn that he had tested, finding 100 ears dead.

MANY MEET BURLINGTON TRAIN

Twenty-six Hundred Persons Meet Train During Day.

HERBORN, Neb., Feb. 25.—(Special Telegram.)—The Burlington seed corn special this afternoon was greeted by 300 farmers and business men. This being the last stop for the day, the speakers took the full time allotted to them in giving the lectures. Fully 5,000 people have heard these lectures today and farmers generally are preparing to take proper heed of their admonitions.

Those giving lectures here were Prof. Burr, superintendent of the North Platte experimental station, and Mr. Val Klossbach of Bayard. The school pupils accompanied by their teachers were present to hear the lectures and to witness the demonstration. Considerable interest has already been shown here by farmers and others who are desirous of knowing that the corn saved for planting will grow. A large number of tests was made two weeks ago by school pupils, the corn being obtained from farmers. In some of the tests a very large percentage of the corn showed strong germinating qualities, but quite a few of the sections showed weak tests.

The corn from the 1909 crop seemed to test best when placed under like conditions of that of the 1911 crop.

A Fortunate Texas.

E. W. Goodloe, Dallas, Tex., found a rare relief for malaria and biliousness in Dr. King's New Life Pills. Only \$2.00 per box, sold by Beaton Drug Co.

BRANDEIS STORES

Bought From a Manufacturer of High
Grade Women's Shirt Waists

All the Short Lengths, Odds & Ends

and Sample Pieces of

ALL OVER EMBROIDERY, EDGES and
INSERTIONS; ALSO ALL OVER LACES

All kinds of beautiful new patterns and designs are in these great lots. There are thousands of pieces to select from. They will go Friday on big bargain squares

5c-10c-15c and 25c EACH

Also on Sale by the Yard—Main Floor.

New Wash Goods on Main Floor

A regular 50c Snowflake Suiting, at.....25c
24-inch Bengaline Girdle, at.....25c
27-inch Silk Stripe Mercerized Voile, at.....25c
32 pieces of 40-inch Voiles, at.....25c
Short pieces, cut pieces and remnants that sold up to 50c—bargain square—at, yard.....15c

New Dress Goods Remnants

Fine All Wool and Mixed Suitings—many of our best lines throughout the stock—serges, panamas, fancy suitings, checks and stripes; worth up to \$1.25—divided.....29c and 39c
Into two lots—Main floor—at, yard.....29c and 39c
Imported Pieces of Fine All Wool Matched Pieces—In black and all colors, pieces up to 10 of one kind to match—special for Friday only—Main floor—at, each.....21c and 35c

8 Big Basement Bargains

Fine qualities of Fancy White Goods, in bars and checks, also plain; lengths suitable for waists and dresses—at, yard.....7 1/2c
New lot of Serpentine Crepe Remnants, all the newest designs; lengths for kimono—at, yard.....12 1/2c
Remnants of good grade bleached Muslin, at.....3 1/2c
Regular 25c grade of Poplins, in the new spring shades—at, yard.....15c

12 Big Bargains From Our

SALE OF NOTIONS

Skirt Markers—A positive necessity in measuring the skirt length, 25c kind—at.....15c
J. O. King's 200 yd. Spool Thread, black or white, at, dozen.....17c
Fine Nickel Plated 8-inch Shears; 15c grade, a pair.....8c
Safety Pins—good quality, at 4 cards for.....5c
Celluloid Collar Supports—8 on card; very special, at 3 cards for.....5c

Darning Cotton, black or white, 4 spools.....5c
Sewing Needles at 3 papers for.....5c
500-yard spools basing thread, at.....3c
Skirt Hangers and Coat Hangers, at 2 for.....5c
25c and 50c Barrettes, shell or amber, at.....15c
Satinole Tan Polish, extra large paste and liquid combination, 25c size at.....10c
Wash Trimmings, white and colors, worth up to 7 1/2c, at.....3 1/2c

Some Wonderful Reductions From Our

SALE of HAIR SWITCHES

Second Floor—Pompeian Room

\$2.00 Natural Wavy Switches, at.....69c
\$1.50 Natural Wavy 22-in. Switches.....98c
24-in. Natural Wavy Switches.....\$1.98
\$15 Beautiful Natural Wavy Switches, at.....\$10.00
\$5.00 Gray Natural Wavy Switches, at.....\$2.40
Large Cluster Puffs, \$5 values, at.....88c
\$1.00 Washable Hair Rolls, at.....50c
Fine Cluster Puffs, \$5 values, at.....\$1.98
Two Extra Large Nets for.....5c

SATURDAY SALE OF FANCY LINENS

300 beautiful hand-drawn and hand-embroidered linen pieces, including 45-inch and 54-inch lunch cloths; also a few 72-inch table covers and dresser scarfs, all pure linen. Some have sold for \$10—none worth less than \$6.50—Saturday only, at each.....\$2.49

Saturday—Big Sale Rogers' Silverware

Most remarkable bargains in this high grade ware that we have ever offered. Thousands are attracted daily by our display in 16th St. Show Window.

BRANDEIS STORES

OMAHA TRADE-MARK IN USE

Cigars and Boxes Made Bearing New
"Guaranty of Quality."

WILL BE REGISTERED AT ONCE

Campaign of Newspaper Advertising
Needed to Increase Home Sales,
Says A. L. Gale to the
Factory Men.

Omaha's new trade mark, as adopted by the Omaha Manufacturers' association for use on Omaha-made goods, is now in actual use. At the weekly luncheon of the association yesterday A. G. Jaeger of the Mid-West Cigar company, offered Omaha-made cigars bearing the new trade mark for the detection of the factory men and Charles H. Seivick of the Omaha Box company announced that he had filled two box orders, all the boxes bearing the trade mark. The association decided to have the trade mark registered at Washington immediately and arranged for the appointment of a committee to decide who shall be allowed to use the trade mark and on what goods. As the trade mark is the property of the association and the association will stand back of any

goods on which it is placed, its use will not be allowed on any goods unless they pass the inspection of the committee as to quality.

Advertising, Says Gale.
Speaking on "A Bigger Omaha Market for Omaha-Made Goods," A. L. Gale of the Darrow Advertising company, told the factory men that an extended, carefully planned and well directed campaign of advertising in the Omaha daily newspapers would do more than anything else to increase sales of such goods as are used by the mass of Omahans. "Boost for Omaha" and "Buy Omaha-Made goods" will have no effect as an appeal to the consuming public, he told them; consumers must be told of the merits of the goods and newspapers are the best medium for carrying the information.

He suggested that the campaign be carried on under the name of the association.

Window displays in retail stores, accompanied by an offer of cash prizes for the clerks selling the most home-made goods on the day of the display, was another method suggested by Mr. Gale.

Consumers' Prejudice.
It was said by several members of the association that there is a prejudice in Omaha against Omaha-made goods. A. G. Jaeger said Omaha jobbers would handle his cigars, saying the people did

BENNETT'S

See the Next Issue of This Paper for Particulars of a Big Sale of Men's Shoes.

BARGAIN FRIDAY

See the New Coats, Friday



Here's a collection of coats that so thoroughly expresses all of the newest and most delightful innovations in style, coloring, trimming and fabric that no woman need look further or pay more. They're built with the sole idea of maintaining the reputation this store already has for only the best qualities and most authentic styles.

One model is made of a very good quality blue serge and has contrasting collars and cuffs. Comes in all sizes and is priced at \$12.50—which is a fair sample of the pricing of the entire stock.

Also we have a superb stock of the newest modes in dress skirts for spring and summer wear. Made of whipcords, mixtures and serges in various shades and colors. All sizes at \$5.00, \$6.95 and \$7.50.

As an extra attraction for Bargain Friday only—All of our \$15.00 and \$19.50 voile skirts at \$10.00 for your choice.

\$3.75 House Dresses, \$1.75

It's been a long time since there has been a house dress offer the equal of this. They are made of striped ginghams, plain and striped percales and figured percales. Odd sizes, but it's quite likely you can find a size that fits you if you come early.

WOMEN'S SHOES AT A DOLLAR—There are a lot of small sizes in women's shoes of many styles and several leathers that formerly sold from \$2.50 to \$4.00 the pair, to close out Friday, at the pair.....\$1

Bargains in China and Hardware

Large size galvanized tubs, like the cut, regular 79 cent values, Friday.....49c
14-quart blue and white enameled dish pans, guaranteed four-coated goods, \$5 cent values, Friday only.....49c
100 dozen white tea cups and 50 dozen decorated porcelain cups and saucers, Friday only, pair.....10c
100 dozen bowls, like the illustration, assorted sizes, 10c and 15c values, Friday only, at.....5c

Sheeting—Remnants of sheeting in all widths, 1 1/2 to 5 yards in a piece, values up to 35c the yard, Friday.....17 1/2c
Outings—Extra weight outing flannels in assorted patterns and colorings, regularly priced at 10c, Friday.....6 1/2c
Huck Towels—These towels are of a good size and a good weight, for wear. Regularly priced at 8 1/2c each, Friday.....5c

FRIDAY & SATURDAY Are Cut Price Days In The Big Pure Food Grocery

Slender's chili sauce and 10 stamps, bottle.....50c
Full cream cheese and 10 stamps, lb.....25c
Virginia Swiss cheese and 10 stamps, lb.....25c
2 cans Evergreen corn and 10 stamps.....30c
Walker's hot tamales and 10 stamps.....30c
Large jar strawberry or raspberry jam and 10 stamps.....50c
Quart can Franco-American soup, assorted, or.....60c
3-lb. roll Premium butter for.....45c
Van Camp's spaghetti and 10 stamps, can.....25c
20c can Beauty Green asparagus.....15c

Specials in Butter and Eggs

Bennett's Capitol creamery butter—finest made—in 1-lb. bricks of guaranteed weight, 30c
Fresh country butter, lb.....35c
Fresh country eggs, dozen.....35c
"Fried" of Bennett's flour—special offer of a sack at.....\$1.35
5-lb. can Bennett's Capitol baking powder and 10 stamps.....\$1.00
All kinds of vegetables and flower seeds, package for.....\$1.40

FISH AND MEAT BARGAINS for Friday Only

Fresh Baby Halibut, 12 1/2c
Fresh Fat Mackerel.....15c
Lamb Chops 3 lbs. for 25c
Lamb Stew, 6 lbs. for 25c

not want Omaha-made goods, so he secured a Council Bluffs jobber to distribute for his local trade, and the goods are shipped to Iowa and back again without the name of the manufacturer on the box, and sell well. His company sells more cigars in Kansas City than in Omaha, Mr. Jaeger said.

"You've got to tell the people about your goods," interposed F. E. Sanborn. "If you let them know you buy Cuban tobacco and employ the best cigar makers, as you have told us here, they will probably buy your cigars in preference to a Key West."

"And let the people know where to buy the cigars," said George H. Kelly. "I'd smoke Omaha cigars if I knew where to get them, but I don't know where to find them."

Penn P. Podres, designer of the new trade-mark, spoke of its uses and limitations.

Work on Rock Island Depot to Be Pushed

A. C. Ridgway, second vice president, and W. M. Whitteford, general manager of the Rock Island, are in the city for the purpose of looking over the land recently bought for freight terminal purposes.

GREAT SALE GOING ON

Thousands of dollar's worth of high grade merchandise at less than 1/2 price.

10c Heavy Sox 5c	\$4.50 Boys' Suits \$1.98	\$2.50 Men's Shoes \$1.39	\$1.00 Dress Shirts 45c	\$2.50 Hats for 98c	\$1.25 Overshoes for 69c
60c Heavy Underwear 37 1/2c	\$5.00 Pants for \$2.50	\$3.00 Suits for \$1.50	\$3.50 Fancy Shoes \$1.98	50c Caps for 25c	50c Ties for 25c
\$7.50 Suits for \$3.75	\$10.00 Suits for \$4.75	\$15.00 Suits for \$7.50	\$22.00 Suits for \$11.00	\$3.00 Fancy Hats \$1.50	\$1.00 Sweaters for 39c
\$7.00 Overcoats for \$3.75	\$10.00 Overcoats for \$5.00	\$15.00 Overcoats for \$7.50	\$20.00 Overcoats for \$9.75	\$1.50 Odd Vests for 69c	\$2.00 Sweaters for 98c

We carry a fine line of reliable goods that you can depend upon—no jobs, no seconds. Come and see for yourself whether you buy or not.

J. HELPHAND CLOTHING CO.

314 North 16th Street. 16th Street, Near Chicago St.

Tried and never found wanting



It takes years to organize "service" in an office building. If you are in a comfortable building where "service"

has been organized for years, you will have a certain comfort and ease that can be obtained only through years of careful organization.

There is an advantage in being in a building whose rule for twenty years has been never to allow a single thing to get out of repair, and the building and its equipment each year is a little better than it was the year before. This kind of a policy and organization is what you will find in

THE BEE BUILDING

Room 222—Reception Room, private office, two large closets, large workroom with two north windows. Ideal office for engineer, architect, doctor or other professional men. Rental per month.....\$46.00
Room 422—This is a long narrow room, 18x19 1/2, having a north light. Rental, per month.....\$17.50
Room 622—in 11-12th in size, located on the court, close to sky light, thus having excellent natural light. The space could be divided so as to make two very pleasant rooms. Price, per month.....\$27.50
Room 322—Office in the northwest corner, having four large windows. A fireproof vault for the protection of valuable papers is much in demand and is afforded in this room. There is a total of 220 square feet of floor space and some would be equipped with partitions to satisfy good tenant. The rental price is per month.....\$40.00

The Bee Building Co.

Bee Business Office 17th and Farnam Sts.

A GOOD IDEA

would be to have your watch repaired or put in order now before you are ready to start on your summer vacation. We also have a fine jewelry repairing department. Let us do your repair work. S. W. LINDSAY, Jeweler and Optician.



Do you want to buy a cow?

Do you want to sell a cow?

A Bee "Want Ad" under the head of Live Stock will do either.

The rate is only a cent a word per day.

Telephone Tyler 1000.

that it would start early this spring. There is a large amount of grading to be done, and with this completed, he said, the work of construction would begin immediately. The plans have been prepared and approved, showing a brick and steel structure, most of it one-story high, equipped with all modern appliances for handling freight most expeditiously.

ADVANCE SALE IS LARGE FOR EMMET CELEBRATION

The committee in charge of the arrangements for the Robert Emmet birthplace celebration Monday evening reports a fine advance sale of tickets. The affair is to be given under the auspices of the Irish Fellowship club and the Emmet Monument Association of Omaha at the Paxton hotel. The banquet will be held

in the main dining hall. Jerry B. Sullivan of Des Moines is to make the principal address, and short talks will be made by E. J. Waters and M. P. O'Connor, representing the two local organizations. Miss Mary Ryder and James Blair will render Irish songs.

The key to success in business is the persistent and judicious use of newspaper advertising.

See's Saxon Old Brand